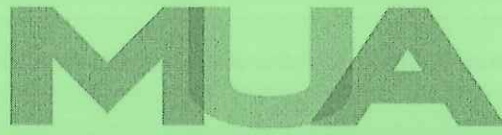


The
Management
University
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UNDERGRADUATE UNIVERSITY EXAMINATIONS

SCHOOL OF MANAGEMENT AND LEADERSHIP

DEGREE OF BACHELOR OF MANAGEMENT AND LEADERSHIP

UCU 102: ETHICS AND PROFESSIONAL CONDUCT

DATE: 31ST JULY 2018

DURATION: 3 HOURS

MAXIMUM MARKS: 70

INSTRUCTIONS:

1. Write your registration number on the answer booklet.
2. **DO NOT** write on this question paper.
3. This paper contains **SIX (6)** questions.
4. Question **ONE** is **compulsory**.
5. Answer any other **THREE (3)** questions.
6. Question **ONE** carries **25 MARKS** and the rest carry **15 MARKS** each.
7. Write all your answers in the Examination answer booklet provided

QUESTION ONE

Read the Case Study below carefully and, answer the questions that follow;

MULTINATIONAL CORPORATIONS

Multinational corporations started trickling and establishing themselves in Africa in the late 1800's after those rumored to have "discovered" Africa and the Christian missionaries. Majority of the multinationals came from the colonizing nations of specific African countries and they set up in Africa to take advantage of the vast unexplored natural resources, cheap labour and friendly climate.

Today, long after all African countries have gotten their independence from the colonial masters, these same multinationals have found a way of integrating themselves with the new political dispensation and continue to do business within Africa. Indeed, most post independence African Governments constantly lobby for multinationals to set up shop in their countries as they are considered to play a critical role in pushing setting up most of the African nations to developing and developed country status.

Required:

- a) From the Kenyan experience, discuss some of the criticisms leveled against multinational corporations operating within Kenya (13 marks)
- b) With specific examples, describe 3 multinationals that have had the above criticisms leveled against them and some of the negative aspects that have impacted the country arising from their operations. (12 marks)

QUESTION 2

- a) Employees are not keen to whistle blow for the benefit of the entire organization and when they share any information, it is normally for selfish reasons. What would you define as the features of proper whistle blowing? (8 marks)
- b) Differentiate between descriptive and normative ethics (7 marks)

QUESTION 3

- a) Differentiate between direct discrimination and indirect discrimination practices
(5 marks)
- b) The Board of Directors in your organization has recently set up a CSR foundation and you have been appointed as the manager in charge. Describe some of the core elements that you will put into consideration as you develop the CSR policy
(10 marks)

QUESTION 4

- a) Discuss the criticisms of the Kohlberg's theory of moral development (10 marks)
- b) From an ethical point of view, Describe some of the criticism leveled against Corporate Social Responsibilities (CSR) practices
(5 marks)

QUESTION 5

- a) Differentiate between a trademark, copyright and a patent (9 marks)
- b) Describe utilitarian thinking as a type of Normative Ethical Theories (6 marks)

QUESTION 6

In Africa, most countries have a thriving underground economy. Discuss how these underground economies develop and their social cost to the society. (15 marks)

